

ABSTRACT OF THE DISCLOSURE

Apparatus for initiating a data session at a remote communication unit currently connected via a voice session, includes a cue unit for sending via the voice session to the remote unit a cue decodable as an instruction to start a data session, and an address unit for making data session address information, such as a URL, available to the data session. Thus a user is enabled to connect to a service via standard dialing and yet receive the required service in menu or graphic or other data format.